

From: George Morino/=TMS/Toyota. Sent:9/26/2007 8:24 AM.
To: [-] "Adams, Dave" <Dave.Adams@setoyota.com>@TMSVEN.
Cc: [-] .
Bcc: [-] .
Subject: Re: FW: SSC (Safety Recall) 70F - Toyota Camry All Weather Floor Mat for 2007 and early 2008 model year vehicles.

Awesome!

Thank you!

George Morino
National Manager
Quality Compliance Department
Product Quality and Service Support
Toyota Motor Sales, U.S.A., Inc.
Tel. 310-468-3392
Fax 310-468-3399

NOTICE: This email message and all attachments transmitted with it are intended solely for the use of the addressee and may contain legally privileged and confidential information. If the reader of this message is not the intended recipient, or an employee or agent responsible for delivering this message to the intended recipient, you are hereby notified that any dissemination, distribution, copying, or other use of this message or its attachments is strictly prohibited.

If you have received this message in error, please notify the sender immediately by email reply and please delete this message from your computer. Thank you.

"Adams, Dave" <Dave.Adams@setoyota.com>
09/26/2007 08:17 AM
To George_Morino@Toyota.com
cc
Subject FW: SSC (Safety Recall) 70F - Toyota Camry All Weather Floor Mat for 2007 and early 2008 model year vehicles

Handled...thanks George. It was posted @ 11:06 this morning.

Dave Adams
(954) 420-4739

-----Original Message-----

From: Byrnes, Melissa
Sent: Wednesday, September 26, 2007 11:06 AM
To: Adams, Dave; Seaman, Heather
Subject: RE: SSC (Safety Recall) 70F - Toyota Camry All Weather Floor Mat for 2007 and early 2008 model year vehicles

This announcement has been officially posted under "Special Announcements" on Dealer Daily.

Thanks,

Melissa Byrnes

SET PMO
954.418.5194

-----Original Message-----

From: Adams, Dave
Sent: Wednesday, September 26, 2007 10:18 AM
To: Byrnes, Melissa; Seaman, Heather
Subject: FW: SSC (Safety Recall) 70F - Toyota Camry All Weather Floor
Mat for 2007 and early 2008 model year vehicles

Dave Adams
(954) 420-4739

-----Original Message-----

From: George_Morino@Toyota.com [mailto:George_Morino@Toyota.com]
Sent: Wednesday, September 26, 2007 10:09 AM
To: Duffin, Bob (Bob_Duffin@Toyota.com); Anderson, Brad
(Brad_Anderson@toyota.com); Quinn, Marty (Marty_Quinn@Toyota.com);
Wilson, George (George_Wilson@Toyota.com); Lucente, Joe
(Joe_Lucente@toyota.com); VandeLinde, David
(David_VandeLinde@Toyota.com); Rencis, Mike (Mike_Rencis@Toyota.com);
Nelson, Dave (Dave_Nelson@Toyota.com); Baker, Paul
(Paul_Baker@toyota.com); Sloan, David (David_Sloan@toyota.com); Miller,
Frank (Frank_Miller@Toyota.com); Aitchison, Scott
(Scott_Aitchison@toyota.com); Sullivan, Larry
(Larry_Sullivan@toyota.com); Kent, Tom (Tom_Kent@Toyota.com); Smith,
Michael (Michael_Smith@toyota.com); Kliszewski, Mike
(Mike_Kliszewski@Toyota.com); Brittle, Lance (Lance_Brittle@Toyota.com);
Doleshal, Paul (Paul_Doleshal@Toyota.com); Koford, Kevin
(Kevin_Koford@Toyota.com); Ozawa, Matt (Matt_Ozawa@Toyota.com); Broman,
Michael (Michael_Broman@toyota.com); McLaughlin, David
(David_McLaughlin@Toyota.com); Vernon, Rick (Rick_Vernon@Toyota.com);
Drew, Adam (Adam_Drew@Toyota.com); Davis, Diana
(Diana_Davis@Toyota.com); Smiros, John (John_Smiros@Toyota.com); Lanyi,
Bob (Bob_Lanyi@Toyota.com); Arena, Frank (Frank_Arena@Toyota.com);
Favorito, Vincent (Vincent_Favorito@Toyota.com); Fritts, Ken
(Ken_Fritts@Toyota.com); Kessler, Holly (Holly_Kessler@Toyota.com);
Dellinger, KC (KC_Dellinger@toyota.com); Alfieri, Mike
(Mike_Alfieri@Toyota.com); Noyes, Jeff (Jeff_Noyes@Toyota.com); Van
Beek, Bill (Bill_Van_Beek@Toyota.com); Kellogg, Larry
(Larry_Kellogg@Toyota.com); Diel, Brian (Brian_Diel@Toyota.com);
Giammona, Marc (Marc_Giammona@Toyota.com); Reyes, Rafael
(Rafael_Reyes@toyota.com);
Dale_Hall%FITSVCSEExchange%NOTESAPPS@notes.toyota.com;
Gary_Kirchhof%GSAG_Corp@notes.toyota.com;
Todd_Trosclair%FITSVCSEExchange%GSAG_Corp@notes.toyota.com; Eledge,
James (JEledge@gstoyota.com);
Steve_Simoneaux%JM_FAMILY_ENTERPRISES%TMSVEN@notes.toyota.com; Majcher,
Dave; Eddie_Webb%JM_Family_Enterprises@notes.toyota.com;
Roger_Blandford%JM_Family_Enterprises@notes.toyota.com;
Tom_Center%FITSVCSEExchange%NOTESAPPS@notes.toyota.com;
Ed_Bradley%FITSVCSEExchange%NOTESAPPS@notes.toyota.com; Fleeger, Kevin;
Miller, Mark; Pineda, John; Grillo, Ray; Rummel, Reb; Brandon, Ken
(KBrandon@gstoyota.com);
Leon_McBride%FITSVCSEExchange%GSAG_Corp@notes.toyota.com; Shepard,
George; Adams, Dave
Cc: TCS_CR_TCE_Workforce@toyota.com; Zellers, Dave
(Dave_Zellers@Toyota.com); Rush, Gordon (Gordon_Rush@Toyota.com); Smith,

Gary (Gary_E_Smith@toyota.com); Yamamoto, Kaoru (Kaoru_Yamamoto@toyota.com); Aoki, Katsumi (Katsumi_Aoki@toyota.com); Bryan, Greg (Greg_Bryan@Toyota.com); Forsht, Kirk (Kirk_Forsht@Toyota.com); Kubota, Mark (Mark_Kubota@Toyota.com); Jung, Richard (Richard_Jung@toyota.com); Stovall, David (David_Stovall@toyota.com); Guzman, Raul (Raul_Guzman@toyota.com); Chen, Ming-Jou (Ming-Jou_Chen@Toyota.com); Kwong, Bill (Bill_Kwong@Toyota.com); Morrissey, Denise (Denise_Morrissey@toyota.com); Morino, George (George_Morino@Toyota.com); Patterson, Julius (Julius_Patterson@Toyota.com); Gobaton, Maria (Maria_Gobaton@Toyota.com); Bauss, Rose (Rose_Bauss@Toyota.com); Reed, Richard (Richard_Reed@Toyota.com); Whallon, Craig (Craig_Whallon@Toyota.com); Debbie_Lon@notes.toyota.com; Ehrman, Bob (bob_ehrman@toyota.com); Weigand, David (David_Weigand@Toyota.com); Harma, Rochelle (Rochelle_Harma@Toyota.com); Neff, Carla (Carla_Neff@Toyota.com); Williams, Renee (Renee_Williams@toyota.com); Wessels, Tami (Tami_Wessels@toyota.com); Chan, Percy (Percy_Chan@Toyota.com); Sakima, Marion (Marion_Sakima@Toyota.com); de Manincor, William (William_de_Manincor@Toyota.com); Collinsworth, Michael (Michael_Collinsworth@Toyota.com); Glasser, Ken (Ken_Glasser@Toyota.com); Tomizuka, Shigeyuki (Shigeyuki_Tomizuka@toyota.com); Nishiwaki, Kenzo (Kenzo_Nishiwaki@toyota.com)
Subject: SSC (Safety Recall) 70F - Toyota Camry All Weather Floor Mat for 2007 and early 2008 model year vehicles

Toyota will initiate a Safety Recall (Special Service Campaign) on certain optional Toyota Camry All Weather Floor Mats (floor mats constructed from heavy duty rubber) for 2007 and early 2008 model year vehicles.

Background/Condition

On September 26, 2007, Toyota filed a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) regarding the optional Toyota Camry All Weather Floor Mat specifically engineered and manufactured for 2007 and early 2008 model year Camry vehicles.

In recent months, Toyota has received reports regarding the Toyota Camry

All Weather Floor Mat accessory slipping forward and interfering with the movement of the accelerator pedal. Toyota has investigated these reports and determined that if the optional Toyota Camry All Weather Floor Mat (either by itself or if it is placed on top of an existing carpeted floor mat) is not secured by the retaining hooks (clips) and the mat moves forward, it may interfere with the accelerator pedal returning to the idle position. If the mat is properly secured, it will

not interfere with the accelerator pedal.

In early October, 2007, Toyota will notify owners of the involved vehicles with a preliminary Safety Recall notification, advising customers of when a replacement mat will be available and steps they can

take until that time. Toyota is currently developing a design modification to the driver's seating position Toyota Camry All Weather

Floor Mat. Once the replacement mat is available, a second notification

informing Region/PD associates, Dealerships and vehicle owners will

be
conducted. We anticipate the second notice to be mailed in
mid-to-late
November, 2007.
There are approximately 24,500 Toyota Camry vehicles equipped with
the
All Weather Floor Mats designed for 2007 and early 2008 model year
vehicles.
To assure that over-the-counter accessory sales customers are also
notified, approximately 706,500 Toyota Camry vehicle owners will be
sent
notifications. However, only the 24,500 vehicles equipped with the
Toyota Camry All Weather Floor Mat accessory are affected by this
campaign.
Please note that this is a Safety Recall.

Region Notification Timing

The following Region Letter will be sent by Overnight Mail on
September
26, 2007, to the attention of the CSOM.
(See attached file: 70F Region Dealer Letter.pdf)
(See attached file: 70F Q&A.pdf)

Dealer and Owner Notification Timing

The following Dealer Daily message will be posted on Wednesday,
September 26, 2007, at approximately 8:00 am Pacific Time, to inform
the
dealerships of the campaign and launch timing. The Dealer Daily
message
also contains a Q&A.
(See attached file: 70F Dealer Daily Notice.pdf)
A dealer package notifying dealerships of the Preliminary Notice to
owners will be sent by Overnight Delivery on September 26, 2007.
Toyota will inform owners of the involved vehicles with a Safety
Recall
notification letter sent via first class mail in early October, 2007.
A second notice to Region/PD, Dealerships and vehicle owners will be
conducted when replacement driver's seating position Toyota Camry All
Weather Floor Mats become available. We anticipate the second notice
to
be mailed in mid-to-late November, 2007.

Media Announcement

Corporate Communications is planning to inform select media of this
issue on the morning of September 26th.

George Morino
National Manager
Quality Compliance Department
Product Quality and Service Support
Toyota Motor Sales, U.S.A., Inc.
Tel. 310-468-3392
Fax 310-468-3399

NOTICE: This email message and all attachments transmitted with it are
intended solely for the use of the addressee and may contain legally
privileged and confidential information. If the reader of this message
is

not the intended recipient, or an employee or agent responsible for delivering this message to the intended recipient, you are hereby notified that any dissemination, distribution, copying, or other use of this message or its attachments is strictly prohibited.

If you have received this message in error, please notify the sender immediately by email reply and please delete this message from your computer. Thank you.

This e-mail transmission contains information intended only for the use of the recipient(s) named above. Further, it contains information that may be privileged and confidential. If you are not the intended recipient, you are hereby notified that any dissemination, distribution, or copying of this message (including any attachments) is strictly prohibited. If you have received this e-mail in error, please notify the sender by reply e-mail and then delete this message from your mail system. Thank you for your compliance.